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UNITED STATES DEPARTMENT OF AGRICULTURE
Federal Extension Service
Washington 25, D. C.

X OPPORTUNITIES IN WORKING WITH FOOD HANDLERS X

by ✓

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Presented at

Extension Administrative Conference on
Expanding Marketing Educational Programs
Chicago, Ill., May 24-27, 1954

I. Organization in Indiana

A. Marketing extension work with food handlers involves new group and new subject matter area BUT is extended in same manner as successful farm management and other extension programs.

1. Build strong county program through Retail Steering Committees under leadership of county agent--a skilled organizer and educator. Committee consists of three or four progressive food retailers, representatives from perishable food wholesalers, secretary of local Chamber of Commerce, retail equipment dealers, etc.
2. Local Retail Steering Committee meets in fall; retailer specialist outlines schools and meetings available. Committee selects program for year ahead, selects chairmen for events, organizes promotion solicitation; arranges for meeting place and supplies for school (meats, produce, poultry, etc.) County agent acts as "spark plug" for group, handles newspaper and radio publicity.
3. Retailer Extension Program coordinated at University by advisory committee consisting of marketing personnel from Agricultural Economics, Home Economics, Poultry, Dairy, Animal Husbandry, and the Director of Extension. Group evaluates program; advises; coordinates fields.

B. Basic Organization sound--not easily or rapidly developed.

1. County agents carry heavy load now.
2. Business people highly competitive; not accustomed to working together as a group toward a common objective.
3. Wholesale cooperators want whole show.

II. County Programs

A. Retailer Economics

1. Either one or two successive evening meetings.
2. County programs usually consist of a series of meetings covering topics as selected by committee.
3. Meetings organized, etc., by Retailer Committee.
4. Schools - Conducted on discussion - demonstrational basis. Extensive use made of color slides, flannel graph, actual merchandise, props.
 - a. Meat Pricing & Cutting Tests.
 - b. Self Service Meat; - Preparation, Departmental Layout.
 - c. Preparation and Display of Fresh Fruits and Vegetables.
 - d. Self Service Produce; Methods, Display.
 - e. Poultry Merchandising; Cutting Methods, Packaging.
 - f. Food Store Management.
 - g. Business Outlook for Food Distributors. (Ag. Economics specialists cooperating.)

B. Consumer Economics

1. Afternoon and evening sessions.
2. Organized by Retailer Steering Committees in conjunction with Home Demonstration agent and club representatives.
3. Home Economics specialists cooperate in presentation of subject matter.
4. Tied in with retailer schools - same facts given both groups with adaption of presentation to group.
5. Beamed at urban people not reached by existing extension programs.
6. Topics
 - a. Your Market Basket
 - Economics of food buying.
 - Explanation of costs involved; consumption statistics; identification; buymanship, home storage, nutritive value, and preparation of perishable foods.

b. Food Freezing Story 889457

Economics of Food freezing.
Costs involved. Food locker vs home freezer.

III. Annual Food Retailer Clinic.

- A. Organized by committee of State grocer association officials, progressive food wholesalers, chairmen of local steering committees, extension specialists.
- B. Climaxes county schools and meetings. Held in Purdue Union.
- C. Beamed at management; deals with overall store problems.
- D. University resident teaching staff - outstanding food store operators lead discussion groups.

IV. Purdue Retailer.

Periodic news letter; summarizes latest research publications and technical information.

V. What's Ahead.

- A. Summer training school at Purdue to train meat cutters. Requested by trade; endorsed by packers.
- B. Move into food store management: backed by research, develop record systems for food stores.
- C. Consumer Economics on mass media basis - TV - Radio - newspaper.
- D. Coordinate, integrate producer - retailer - consumer programs.

Statistics

| | |
|---|------|
| Number of counties where meetings have been held | 42 |
| Number of counties where active local steering committees are organized | 21 |
| Attendance at Retailer County Meetings 1953-54 | 3400 |
| Attendance at Food Clinic - 1954 | 175 |
| Attendance at Consumer Meetings | |
| Planned by Retailer Committee (7 in number) | 1400 |
| Requested by County Agents (4 in number) | 300 |
| Leader Training (12 meetings) | 500 |
| Breakdown of Retailer Meetings | |
| Food Retailer Outlook - fall '53 - 9 meetings | 1200 |
| Meat Meetings - 26 | 1150 |
| Produce Meetings - 26 | 1075 |
| Miscellaneous (Grocers Convention, Salesmen Meetings, etc.) | |



